

Responding to Guests' Bed Bug Concerns and Complaints.



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My hotel will NEVER have a Bed Bug problem...

REALLY ???

Ignore the guest's concerns or respond improperly to your guests and your hotel might show up here:

BED BUG REGISTRY

<http://bedbugregistry.com/alerts/>

BEDBUGREPORTS.COM

<http://www.bedbugreports.com/city/fl-orlando>

TRIPADVISOR.COM

http://www.tripadvisor.com/Search?q=bed+bug&geo=&where=nav&returnTo=__2F__

Do you really want to be on these sites?

Let's START here.....

HERE ARE FIVE ACTIONS YOU CAN BEGIN TODAY

Put a PLAN in place

Educate your Staff ...AND your Guests

Have printed information readily accessible

Select a Pest Management Professional

Keep your plan up to date

Now let's get started

What does your PLAN need to include?

- What is it you expect your team members to do when a Guest arrives at the Front Desk to complain about Bed Bugs in their room?
- Is your Bed Bug Response Plan in writing?
- Is your Bed Bug Response Plan where your Associates can easily find it?
- Who will respond to bed bug complaints?
GM, GSM, Front Desk Associates, or Room Attendants?
(How about anybody can?)
- Does your RESPONSE PLAN include instructions for Associates as to “What to say” and “What not to say”?
- Do not allow your staff develop their own response!

What does your PLAN need to include?

- Your “Bed Bug Response Plan” should include these topics at a minimum:
 - Instruct Associates that Guest Complaints brought to our attention will be taken seriously and all efforts will be made to bring about a solution to the guest’s satisfaction.
 - Your response needs to convey empathy and competence.
 - Knowledge of bed bug management protocol (e.g., existing inspection schedule).
 - What is the nature of the complaint – is the guest showing you a bug or a bite?
 - All bed bug related complaints and evidence needs to be documented, reported, and tracked.
 - Will your guest be offered a new room? If so where?
 - Will your guest be offered any compensation?
 - Do you have a written response “script” that is specifically worded.

EDUCATE Your First Responders

- Educate staff to increase their knowledge of Bed Bugs and train them how to manage questions about bed bugs
 - Provide staff with materials that outline your hotel's Bed Bug Response Plan protocol.
 - Have “drills” to make sure staff knows how to use your Bed Bug Response Plan protocol.
 - Have Bed Bug Response Plan information accessible 24/7/365.
 - Evaluate – can your staff answer the questions about bed bugs and what to do if a guest reports them?
 - Educate your guests about their role in Bed Bug management by having printed informational flyers available at the Front Desk to distribute to guests who have questions about Bed Bugs.
- ✓ It all comes down to training and preparation...

Next Steps for the Front Desk and the Guest

- Moving guests to a new room:
 - Tell the guest that the room will be taken out of service to be evaluated by a Pest Management Professional.
 - Help the guest understand the basics of bed bugs—they hide easily and can move in luggage
 - Work with the guest to complete an inspection of guest luggage prior to room move.
 - Move the guest to a room that is in accordance with your protocol.
- The potentially infected room should be inspected by TRAINED hotel staff. If staff detect bed bugs call PMP immediately.
- Do not move anything into or out of the potentially affected room until it can be inspected by the PMP.
- Make sure to record complaint, result of inspection, and treatment decision. DOCUMENT! DOCUMENT! DOCUMENT!
- If PMP finds no bed bug evidence, evaluate the complaint and proceed with appropriate guest response. Do not ignore!

We have a problem....now what?

- Choose a PMP for your hotel that has specific experience in managing Bed Bugs.
- Choose a PMP who is available 24/7/365 who can respond quickly to your Bed Bug issue.
- If PMP detects bed bugs, conduct a thorough inspection of the room and adjacent rooms.
- Ask your PMP to help you establish a protocol for bed bug treatment that your lodging managers should be aware of....
 - It may include mattress/box spring encasement.
 - Registered pesticide application (by PMP personnel only!)
 - If the decision is made to discard mattresses, box springs, furniture etc.—this needs to be handled very carefully to ensure that bed bugs do not have a chance to migrate to other parts of your property or someone else's.
 - Treated rooms are not habitable right away, make sure you work with your PMP to know when rooms can be brought back into use.

We have a problem....now what?

- **Make your choice for a PMP that can help you!**



**Training Materials
(CD)**

**Resource for
Information**

**Inspections &
Documentation**

Treatment

Guest Responses

Is a public response necessary?

- In this day and age...every lodging property needs to have an “Emergency Plan” or a “Crisis Plan” that includes rapid response protocols – Do you have one?
 - Does your Crisis Plan include a Bed Bug Action Plan that you can show to the media?
 - Do you have a prepared response for your GM to deliver?
 - Do you want your managers spending time responding to guest comments/complaints on lodging sites and social media?
 - Even if you have managed your guest complaint appropriately, you may still end up on a Bed Bug “list.”
 - Who’s job is it to monitor sites?
 - What is the appropriate response?
 - This is why we DOCUMENT – DOCUMENT - DOCUMENT all guest complaints, inspections, and treatment responses.

Sleep tight, don't let the bed bugs bite!



Photo from the
film “Nancy
Drew:
Reporter”
which was
released in 1939.

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